Tactic #2: Controversial posts

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing a controversial post

- With a controversial post, you're just trying to spark a conversation between your readers
- Avoid religion and politics
- Write about your opinions on different topics or compare two similar products and say which one you think is better
- The idea is to generate reactions and make people share your post - either because they agree or because they don't
- **Controversial posts show that you have your own opinions and are not afraid to voice them**
- Stick to the topics that are relevant to your audience
- Types of controversial posts:

- **#1 Right way vs. Wrong way**

  - instead of informing the readers about different options for doing something, choose one of them and give arguments for why it's right or why it's wrong

- **#2 Something is dead**

  - declare an item, a topic, or a trend dead - this will spark discussions between people who agree and people who disagree

- **#3 The rebuttal**

  - when someone writes an article saying something is dead, you write a piece that brings arguments for why it's not dead

- It's very important to grab people's attention with your headline. Here's a few tips:
  - Keep headlines to 6-10 words long
  - Add controversial words - the best, the worst, terrible, crazy, ridiculous, mind-blowing - but don't oversell what you deliver in your post
  - Don't avoid conflict, highlight it instead, and call out the companies or items you're mentioning

- Search on Google for controversial posts on your topic and see what other people wrote

- Go to Reddit and look for controversial topics in your industry - usually, these are posts with a lot of upvotes but also a lot of downvotes